



WEWS

ORDER

Print Date 10/22/12

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Flight Dates **10/25/12-11/05/12**

Contract / Revision **315270 /**

Original Date / Revision
10/18/12 10/19/12

Advertiser **Republican National Commi**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product

RNC

Agency Com 15%

Billing Contact

**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3442**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	7	\$16,405.00	\$19,300.00	0.00	10/01/12	10/28/12	7	\$16,405.00	\$19,300.00
November 2012	25	\$103,105.00	\$121,300.00	0.00	10/29/12	11/05/12	25	\$103,105.00	\$121,300.00
Totals	32	\$119,510.00	\$140,600.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/26/12	10/26/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,000.00		0.00						
N 2	WEWS	10/30/12	11/02/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	-1111--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Republican National Comm** Product **RNC**

Estimate # **3442**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/30/12	11/02/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	- 1111 - -	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- 1111 - -	4		\$2,000.00		0.00						
N 3	WEWS	11/01/12	11/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	- - - T - - -	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
Week:		10/29/12	11/04/12	- - - T - - -	1		\$3,500.00		0.00						
N 4	WEWS	11/05/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M - - - - -	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
Week:		11/05/12	11/11/12	M - - - - -	1		\$3,500.00		0.00						
N 5	WEWS	10/28/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	- - - - - S	:30	1	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
Week:		10/22/12	10/28/12	- - - - - S	1		\$2,800.00		0.00						
Week:		10/29/12	11/04/12	- - - - - S	1		\$2,800.00		0.00						
N 6	WEWS	10/25/12	10/26/12	M-F 7-730p 7-730p The List	CM	7-730p	- - - 11 - -	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
Week:		10/22/12	10/28/12	- - - 11 - -	2		\$3,000.00		0.00						
N 7	WEWS	10/29/12	11/02/12	M-F 7-730p 7-730p The List	CM	7-730p	11111 - -	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
Week:		10/29/12	11/04/12	11111 - -	5		\$3,000.00		0.00						
N 8	WEWS	11/05/12	11/05/12	M-F 7-730p 7-730p The List	CM	7-730p	1 - - - - -	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
Week:		11/05/12	11/11/12	1 - - - - -	1		\$3,000.00		0.00						
N 9	WEWS	10/25/12	10/26/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	- - - 11 - -	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
Week:		10/22/12	10/28/12	- - - 11 - -	2		\$3,000.00		0.00						
N 10	WEWS	10/29/12	11/02/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111 - -	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
Week:		10/29/12	11/04/12	11111 - -	5		\$3,000.00		0.00						
N 11	WEWS	11/05/12	11/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	1 - - - - -	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
Week:		11/05/12	11/11/12	1 - - - - -	1		\$3,000.00		0.00						
N 12	WEWS	11/01/12	11/01/12	Country Music Awards Country Music Awards	CM	8-11p	- - - T - - -	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
Week:		10/29/12	11/04/12	- - - T - - -	1		\$16,000.00		0.00						
N 13	WEWS	11/03/12	11/03/12	OSU Football Ohio State Football	CM	12p-1130p	- - - - - S -	:30	1	\$37,500.00	P-1	0.00	NM	1	\$37,500.00
Week:		10/29/12	11/04/12	- - - - - S -	1		\$37,500.00		0.00						
N 14	WEWS	10/31/12	11/05/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	1 - 1 - - -	:30	2	\$4,500.00	P-1	0.00	NM	2	\$9,000.00



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													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 14	WEWS	10/31/12	11/05/12	M-F 11-1135P Late Newsm	CM	11-1135p	1- 1- - - -	:30	2	\$4,500.00	P-1	0.00 NM	2	\$9,000.00	
M-F 11-1135P Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - 1- - - -		1			\$4,500.00			0.00			
	Week:	11/05/12	11/11/12	1- - - - -		1			\$4,500.00			0.00			
N 15	WEWS	10/27/12	11/03/12	LN after Sports	CM	11p-130x	MTWTFSS	:30	1	\$2,500.00	P-1	0.00 NM	2	\$5,000.00	
LN after Sports															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - - - - S-		1			\$2,500.00			0.00			
	Week:	10/29/12	11/04/12	- - - - - S-		1			\$2,500.00			0.00			
N 16	WEWS	11/05/12	11/05/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	M- - - - -	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00	
M-F 1135p-1202a Nightlir															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1			\$2,500.00			0.00			
													Totals	32	\$140,600.00